

ABSTRACT OF THE DISCLOSURE

To an organic EL element ~~21~~ of a pixel circuit ~~20~~ provided in association with an intersection of a scanning line ~~Y_n~~ and a data line ~~X_m~~ , line, a driving current in accordance with digital data ~~V_{Dm}~~ or an analog data current ~~I_{Am}~~ is supplied via the data line ~~X_m~~ . line. When halftones are controlled by digital gray scale in order to reduce power consumption, digital data ~~V_{Dm}~~ having a value corresponding to either ~~H-level~~ a first level or ~~L-level~~ a second level is supplied to the pixel ~~circuit 20~~. circuit. When halftones are controlled by analog gray scale in order to improve display quality, an analog data current ~~I_{Am}~~ is supplied to the pixel ~~circuit 20~~. circuit.